

Message Text

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ACTION ARA-10

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TO USDOC WASHDC

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FOR: BREWER/BIC/OIM/LA - FROM RUEDA

E.O. 11652: N/A

TAGS: BEXP, PE

SUBJ: TECNOMIN - DRESSER INDUSTRIES

1. WHEN PARTICIPATION TECNOMIN FIRST DISCUSSED WITH LOCAL DRESSER WEST COAST SOUTH AMERICA MINING EQUIPMENT REPRESENTATIVE IT APPEARED DRESSER MINING EQUIPMENT DIVISION WOULD PARTICIPATE WITH WORTHWHILE EXHIBIT AT TECNOMIN. EMBASSY JUST INFORMED THAT IF DRESSER SELLS LARGE DRILL TO PERUVIAN CUSTOMER IT MIGHT EXHIBIT IT AT TECNOMIN. IF SALE NOT MADE, THERE WILL BE NO EXHIBIT.

2. EMBASSY CONCERNED THAT MAJOR U.S. MANUFACTURER OF FULL LINE MINING EQUIPMENT IS AT MOST WILLING TO EXHIBIT ONE LARGE DRILL, AND EVEN THAT IS CONTINGENT ON ITS PREVIOUS SALE. DRESSER MANUFACTURES COMPRESSORS AND AIR TOOLS, PUMPS, DIAMOND DRILLS, RAISE DRILLS, RAISE CUTTERS, SECURITY STABILIZERS, HEADS AND CUTTERS, ETC.

3. EMBASSY CAN ONLY ASSUME THAT DRESSER LACK OF INTEREST IN PARTICIPATION IS BECAUSE IT ALREADY HAS TOO MANY ORDERS OR BECAUSE IT NOT CONCERNED WITH INCREASED COMPETITION IN AREA. BOTH OF THESE CONSIDERATIONS ARE FAULTY. EUROPEANS ARE COMING IN VERY STRONG AND TECNOMIN PROVIDES UNIQUE OPPORTUNITY TO PRESENT DRESSER PRODUCTS NOT ONLY BEFORE REGIONAL BUYERS, BUT ALSO BEFORE BUYERS FROM REST OF WORLD.

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4. EMBASSY CONTACTING DRESSER HEADQUARTERS DIRECTLY BUT WOULD APPRECIATE IF SUITABLE APPROACH CAN BE MADE DIRECTLY BY

DEPARTMENT TO DRESSER MINING EQUIPMENT DIVISION, DALLAS, TEXAS
(MESSRS JOHN WOOD OR R.W. MCMILLEN) URGING FULL PARTICIPATION
IN U.S. PAVILION TECNOMIN. UNLESS DECISION IS REVERSED A MAJOR
U.S. PRODUCER OF MINING EQUIPMENT WOULD BE MISSING OR AT MOST
REPRESENTED BY SINGLE PIECE OF EQUIPMENT. WHILE DRILL IS AN
IMPRESSIVE ITEM BY ITSELF, SUCH LIMITED PARTICIPATION REALLY
AMOUNTS TO TAKING ADVANTAGE OF EXISTING FREIGHT REDUCTION FOR
TECNOMIN SHIPMENTS TO SLIGHTLY REDUCE FINAL COST OF DRILL
IN PERU.
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